

# India Market Overview

# Country Overview



India has emerged as the fastest-growing major economy in the world and is expected to be one of the top three economic powers in the world over the next 10-15 years, backed by its robust democracy and strong partnerships



1.4 billion people make up the population of India, the world's largest democracy with 28.4 is the median age of India's population



The total outbound tourist departure for the 2023 stood at 23.6 million, surpassing the 17.5 million number for the same period last year



More than 60 300 Indians visited Czechi in first 3Q of 2024 with average nights 3,4 ([Tourdata](#))



34 Operational international airports in India



# How Indians Travel



## Summer Holidays

Primarily April to June. This period coincides with school holidays, making it a popular time for family vacations



## Winter Holidays

Particularly in December and January, coinciding with the Christmas and New Year holidays



## Festive Season

Like Diwali (usually in October or November) also see a surge in travel. These peak travel periods are driven by the combination of holiday breaks, favorable weather conditions in many destinations, and various festivals



## Emotionally charged

Indians are family centric and emotional by nature. Many purchase decisions are often collective family decisions

## Price Sensitive

Indians, across social strata, including HNIs display price sensitivity price sensitive & seek for the best cost scenario & superior value on spends

## Late Planners

As last-minute holiday planners, Indian's prefer traveling to destination with easy connectivity. Even in countries with difficult Visa norms, travel decision is made closer to the date of travel

## Jugaad

As a unique trait, Indian often have a 'jugaad' (home grown solution) to problems. Even for travel decisions, Indians look for best routes/ ways of planning and booking holidays rather than a fixed offering

## Outbound – Tourism Outlook

Indian travelers took an average of 2.9 vacations in 2023, up from 2.5 vacations in 2022. Outbound tourism is expected to reach \$44.7 billion by 2032 from India.

Indian travelers spent \$17 billion on travel in FY24 - an increase of more than 24.5% over the \$13.6 billion in the previous year.

With a median age of 28.2 years, India's youth will significantly enhance its appeal to global tourism players, giving a rise in solo travel.

### Top international destinations

Short haul - Singapore, UAE, Vietnam, Thailand, Sri Lanka, Indonesia

Long haul – Switzerland, UK, Iceland, Australia, France, Netherlands, Turkey

### Avg. package value

Short haul – INR 1.5 lacs (\$ 1800) per PAX ; Long haul –

INR 2.3 lacs (\$ 2657) per PAX

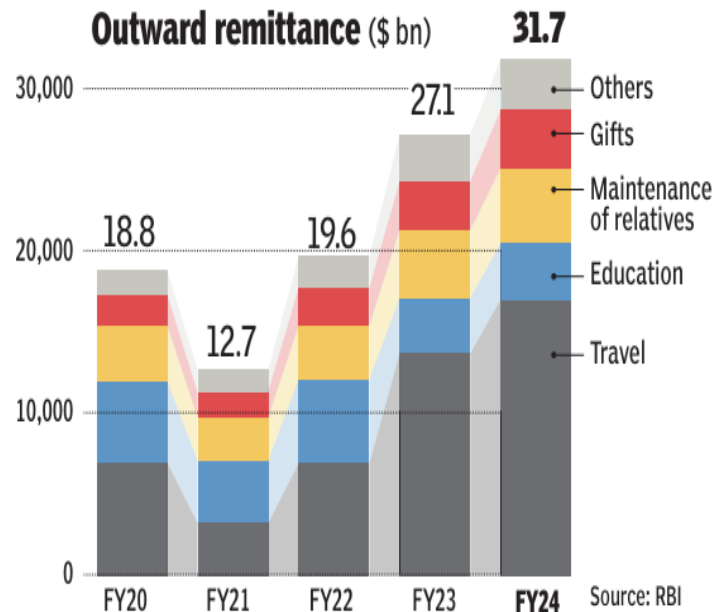
### Avg. trip duration

Short haul - 5 days

Long haul - 12-13 days

Travel Season – Summer

## Travel Makes Up Over Half Of Outgo



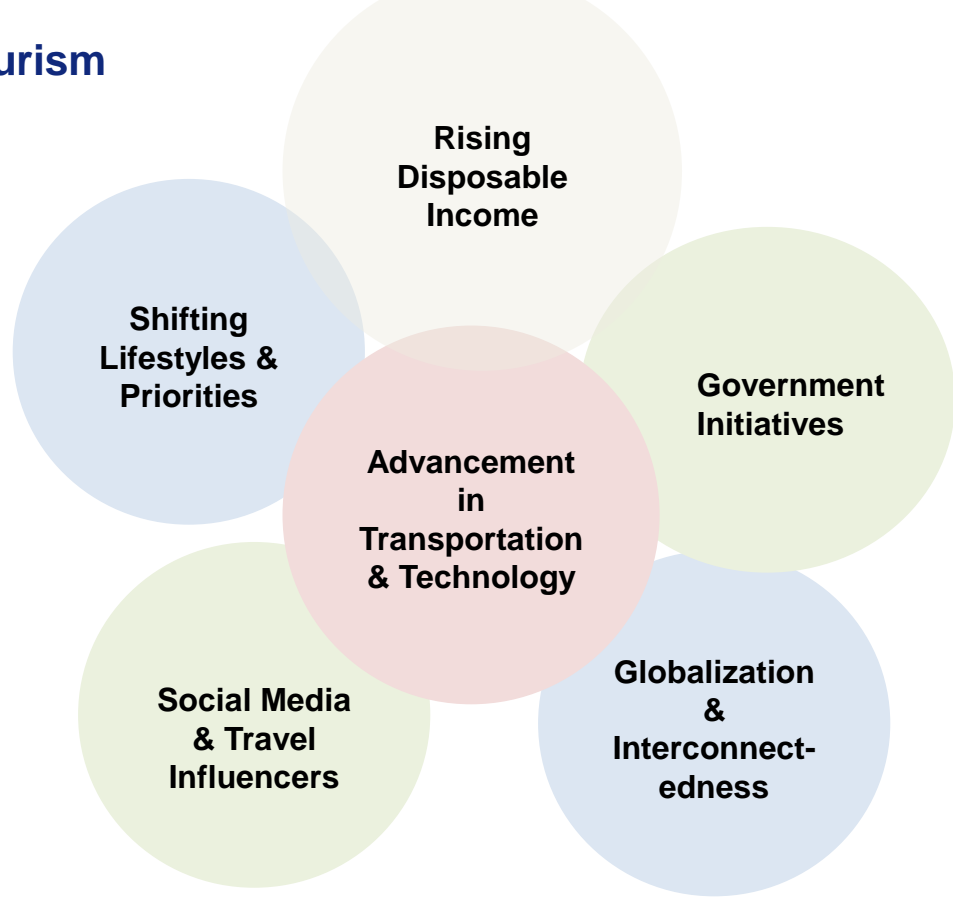
# Driving factors for growth of Outbound Tourism

In recent years, the India outbound tourism has experienced significant growth, with more individuals choosing to explore destinations beyond their home countries

The growth in the Indian travel and tourism industry is driven by a combination of rising income levels and changing lifestyles, development of diverse tourism offerings, and policy and regulatory support by the government authorities

Whether it is to meet a relative settled abroad, a shopping trip, a global sporting event or just for leisure, Indians are increasingly travelling abroad

Personal and official travel for holiday/leisure, business and MICE tourism are the most significant contributors for growing outbound travel



Source: <https://ficci.in/api/pdf1/EMP?fileID=23802&fileName=yn8OI8hS3eFYn1fyx3YHR5hsVwRsX9UNhBxFbSBN.pdf>

## Tourism Focus on Tier-II & III Cities



**Rising Outbound Travel from Tier-II & III Cities:** Increasing number of Indian travellers from smaller towns, driven by higher disposable incomes and growing interest in experiential travel



**Connectivity between Emerging Markets:** Expanding connectivity to cities like Jaipur, Pune and Coimbatore recognizing the potential in Tier-II & III markets



**Demand for Diverse Travel Experiences:** Tier II & Tier III cities are now seeing a strong growth in outbound tourism fuelled by demand for MICE, weddings, honeymoons, Leisure, FIT and sports tourism



**Aspirational Consumers:** The rising aspiration among consumers in smaller towns is driving interest in global travel destinations



# Emerging Travel Trends

## Gig tripping

Travelling to watch their favourite band or artist abroad

## Main character energy

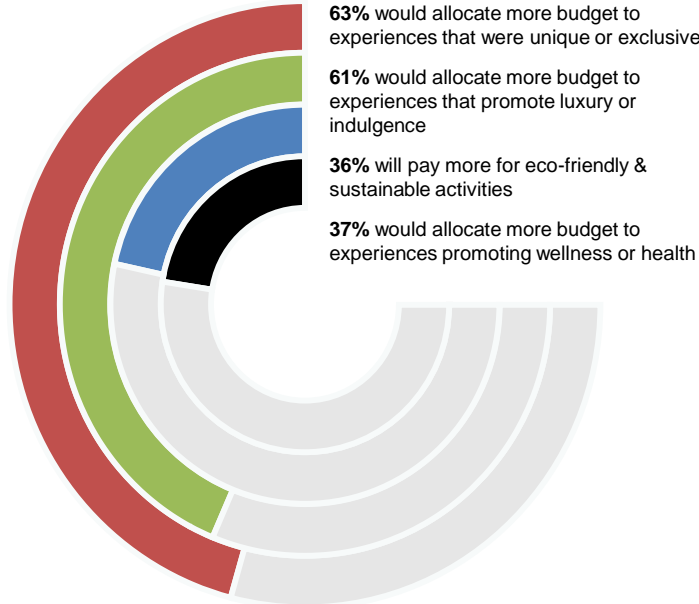
Stepping into the shoes of their favourite on- screen character and visiting shoot locations

## Destination

Selecting locations for staycation and sleep tourism (a place they can rest and catch up on sleep)

## Adventure and Opportunity drives the desire to travel

When traveling internationally, Indians value unforgettable experiences most and are willing to pay more for them.



## Budget bougie foodie

Gastronomy driven travel - finding value in enjoying local cuisine and authentic food from the destination

## Analogue adventures

Gen Z travellers are exploring old-school getaways as part of digital detox vacations

## Celebration vacationers

Vacations for celebrating memorable milestone moments in group trips

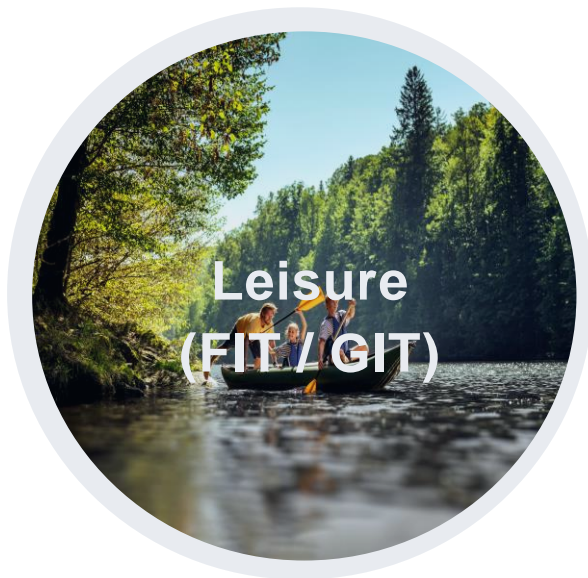
## Luxe-for-less seekers

Vacations with luxury indulgences within stipulated budgets

## Health & Safety

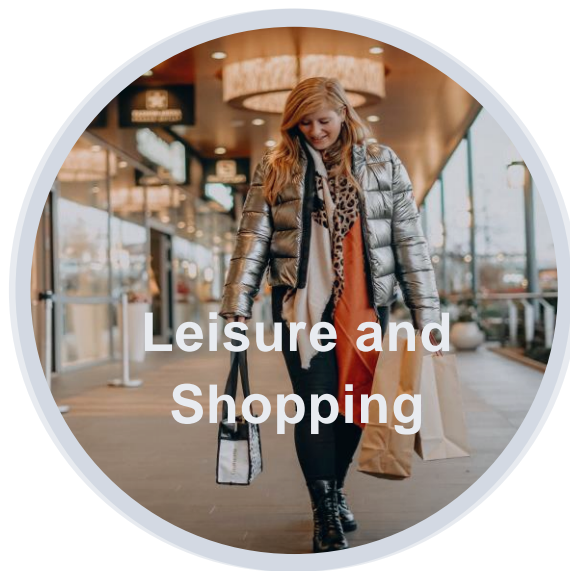
continues to be a consideration for travellers, however reduced to 30% respondents

# Key Traveler Segments

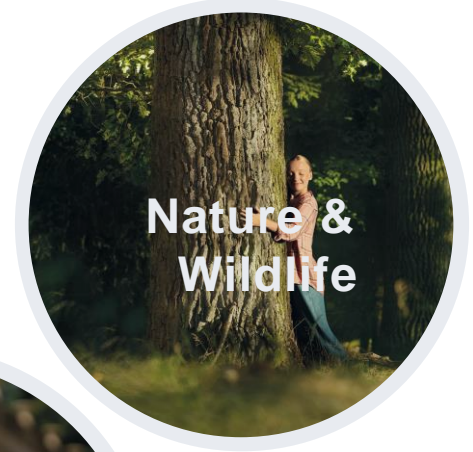




# Key Traveler Segments



# Products that can be promoted (target MICE, gatherings)



# Czechia as a Destination for an Indian Traveler

## Air Connectivity



12-15 hours 1 stop flights from India to Czechia

## Language



The official language of Czechia is Czech. English is also widely spoken

## Time Difference



India is 3 hours and 30 minutes ahead of Czechia

## Weather



Czechia has a temperate climate, with warm summers and cold, cloudy and snowy winters.

## Currency Conversion



1 INR = 0.28 Czech Koruna

## Visa Requirements



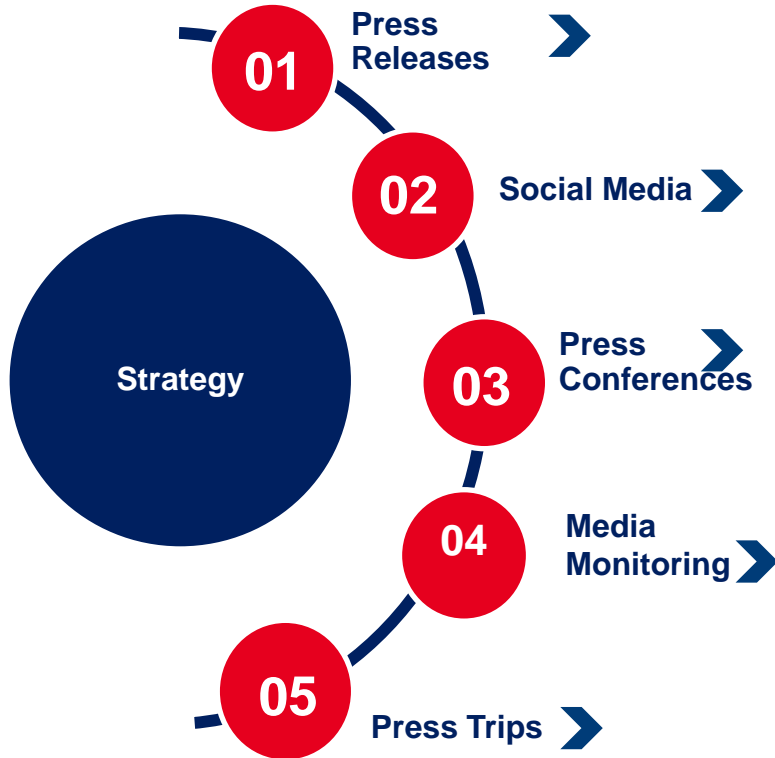
Visa is required for Indian passport holders

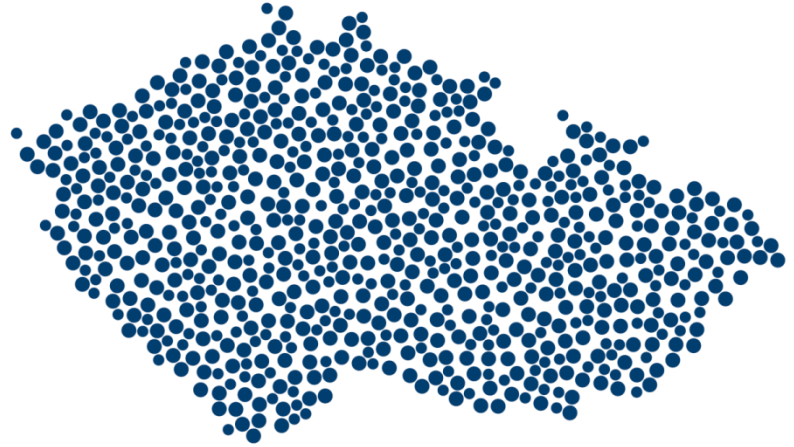
# Strategy to Promote Czechia in the Market



# Market Development - Trade







# Work done in the India Market- 2024

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## Czechia Travel Trade Day Media and Trade Coverage – 4 TO and 1 media



- Thomas Cook offers personalized itineraries on a one-on-one basis for MICE groups and FITs, featuring detailed attractions in Hradec Králové and other destinations beyond Prague.
- SOTC has launched new itineraries featuring Hradec Králové on their website and these are now being individually promoted to small groups and FITs.



## MICE India and Luxury Travel (MILT) -

Promotion of the Czechia as an attractive destination for the MICE and wedding segment. B2B meetings with more than 50 Indian firms from Indian and international (operating in India) corporations as well as tour operators from the MICE and wedding planners segment. MILT participants are 75% corporates - CEOs and decision makers from incentive travel department, 25% wedding planners and TOs specializing in MICE



# 3 City Roadshow (New Delhi, Bengaluru and Mumbai) in October 2024

## 8 Czech participants, Embassy of CR in India, Janardhana H.P. Joint Director of Tourism, state Karnataka, CzechTrade and over 160 attendees



# Luxury Travel Agents & Wedding Planner's FAM Trip in November 2024 – 6 TO Covered by ČT24

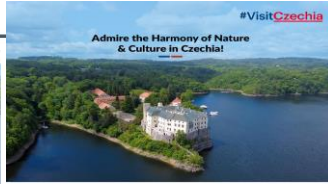


## FAM Trip Overview:

- Regions covered during this FAM trip was Prague & Central Bohemian Region showcasing the castles & chateaus
- The primary objective of the FAM trip was to showcase the wide range of opportunities Czechia offers for Indian celebrations, destination weddings and group events
- The group comprised of travel agents across categories such as traveller made & FITs, wedding & events planners a media representative from along with a VFS representative

# B2B Campaign - MakeMyTrip

## Landing Page - MakeMyTrip



**Famous Places to Visit**

**PRAGUE**

Discover why Prague is an unforgettable historical city with Prague's colorful architecture, the Charles Bridge, the Astronomical Clock, the Old Town Square, and the Old Bridge.

Read more >

**BRNO**

With its rich history, stunning architecture, and a vibrant atmosphere, Brno is one of the most beautiful cities in the Czech Republic. Discover the city's rich history and culture.

Read more >

**LIBERK**

Home to the world's largest Gothic stained glass window, the Liberky Stained Glass Window, this is a must-visit destination for anyone interested in Gothic architecture.

Read more >

**Popular Things to Do**

Experience the unforgettable beauty of Prague's skyline and architecture.

Discover the heart of Prague's Old Town Square and its vibrant atmosphere.

Experience the beauty of the Bohemian Paradise and its stunning landscapes.

Discover the rich history and culture of the Czech Republic.

**Intrigued? Plan your trip now.**

Explore amazing hotels in Czech Republic.

Start from ₹ **12,468\***

Book now

Book your flight to Czech Republic.

Start from ₹ **21,496\***

Book now

**Delighted? Explore our holiday packages and book your trip now.**

Exciting Europe Holiday - Summer (Gilded Tour) 8N/10D Starting @

₹ **2,82,633\*** per person

Book now

Jewels of Eastern Europe Group Departure Summer 6N/7D Starting @

₹ **2,00,670\*** per person

Book now

With every turn bringing in a new postcard perfect view and every castle and manor telling tales as old as time, Czechia is an absolute must-visit destination for the discerning traveller. Here are a few experiences to tick off, for the holiday-of-a-lifetime.

Sign up for unforgettable cultural tours in Prague.

Admire some of Europe's richest treasures at the museums.

Choose winter adventures at the Bohemian Paradise.

Explore Pilgrim Protected Landscape Area - UNESCO Biosphere reserve.

Relax at Tugend-Bubert's oldest spa in Central Europe.

Enjoy the healing waters of 50 mineral springs in Mariánské Lázně.

That's not all, Czechia offers many such experiences which will stay with you forever.

Read more

And for your trip, explore our holiday packages starting at JUST ₹. XXXXXX.

Jewels of Eastern Europe Group Departure Summer 2025 6N/7D Starting @

₹ **2,00,270\*** per person

BOOK NOW

Exciting Europe Holiday Summer 2025 7N/8D Starting @

₹ **2,02,977\*** per person

BOOK NOW



## Deliverables

- Landing page
- Website & App banner promotion
- Social media posts
- Emailers
- Search Based Promotion Notifications

## Achievement

- Established landing page
- **1,821,528 impressions** through website & app banner promotions
- **1,101,145 impressions** through 4 social media posts
- **40,000 reach** through emailers
- **149,648 reach** through search-based promotion notification

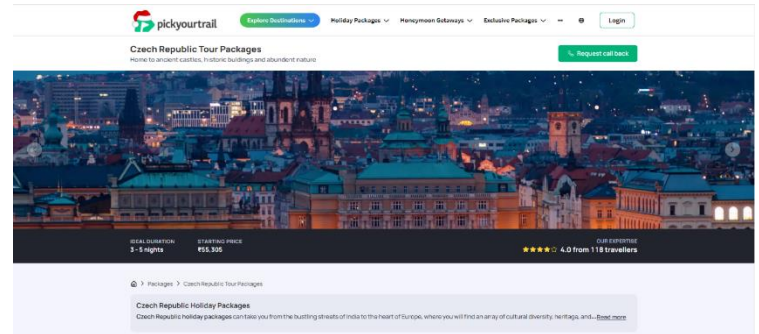
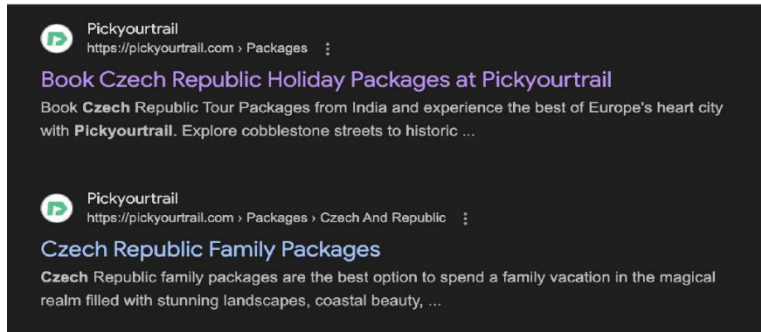
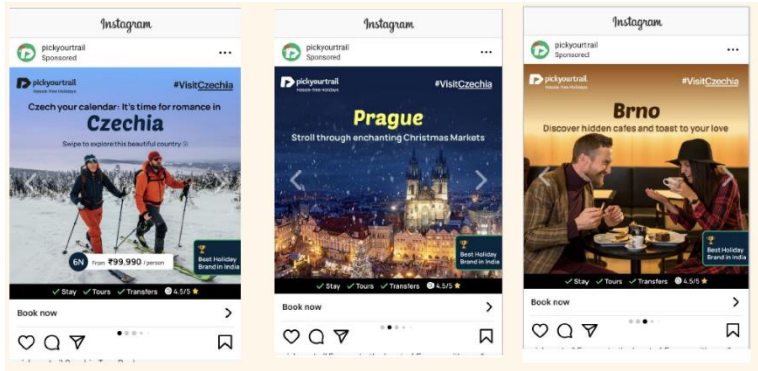
# B2B Campaign - PickYourTrail

## Deliverables

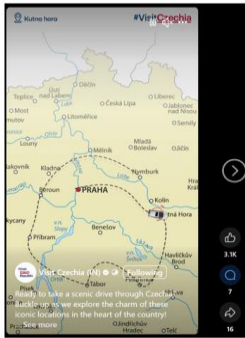
- Paid Social Media Marketing - Awareness & Lead Generation
- SEM Marketing – Lead generation & awareness
- Landing page

## Achievement

- Total **impressions** through social media marketing – **15,957,596**
- Total no. of leads & bookings through **SEM** – **805**
- Total number of **pax** - **96**



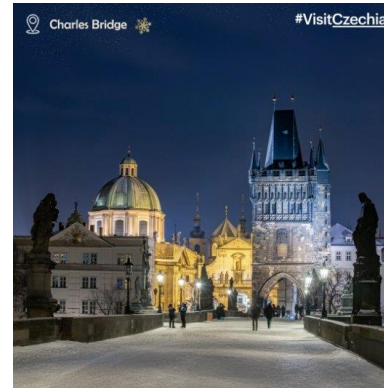
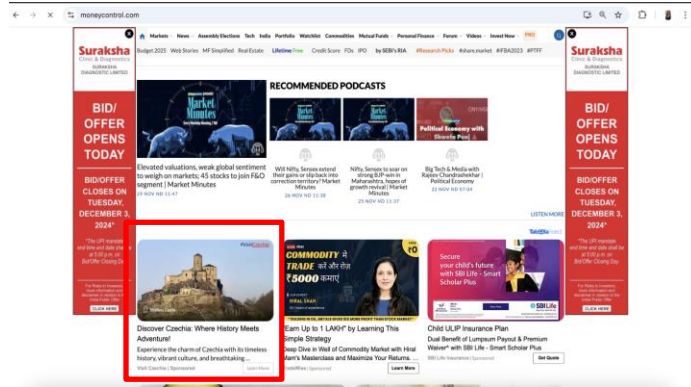
# B2C Campaign – The Small Big Idea



Impressions: 41,02,525



Impressions: 37,43,095



## Deliverables

- Facebook & Instagram (impressions)
- Google Display Network (Clicks)
- Native Advertising (impressions)

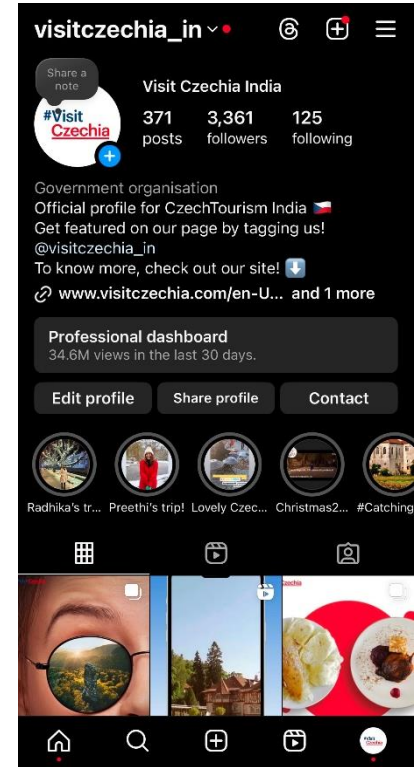
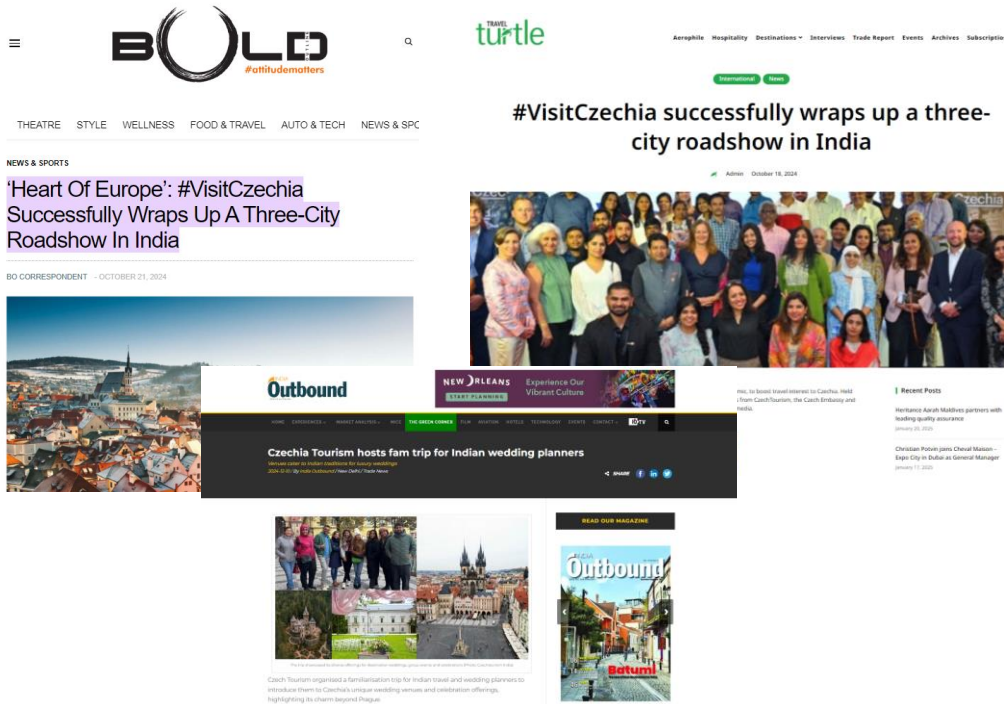
## Achievement

- The campaign on Facebook generated around 46 million impressions, 2 million engagements, and 2 million views
- Impressions achieved through Facebook & Instagram – **82,584,277**
- Clicks achieved through Google Display Network - **80,007**
- Impressions achieved through Native Advertising – **6,365,471**

# Public Relations and Social Media Amplification in India

Press release coverage - 35+ media houses.

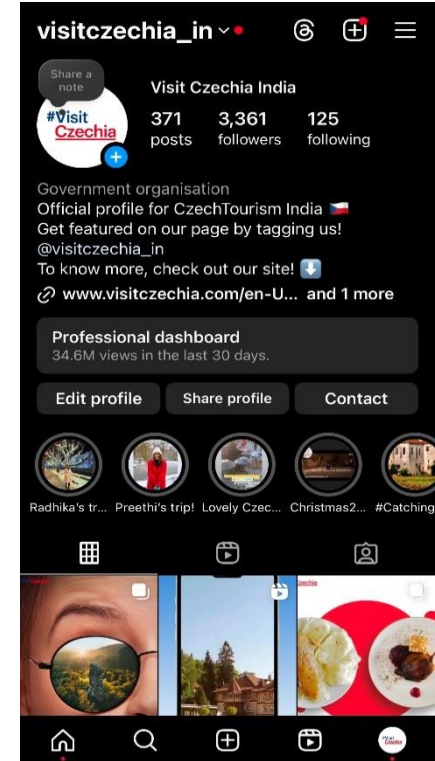
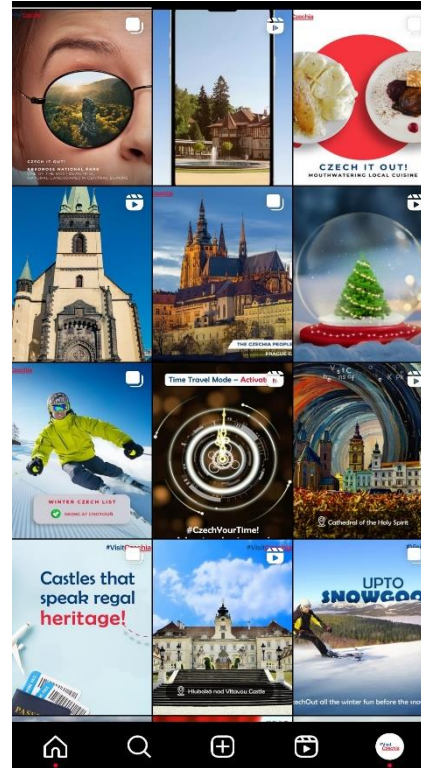
Social media visibility - 6 million+ impressions & 1 million+ views



# Social Media

3361 IG followers

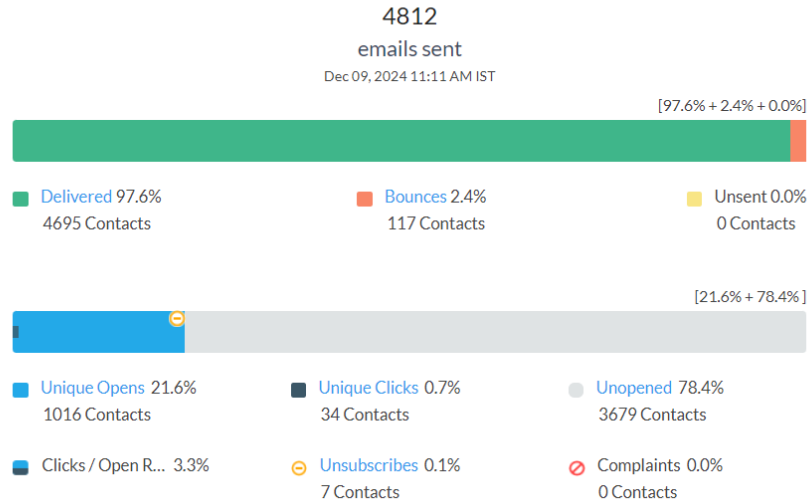
A total of 96,131,444 impressions were generated through our posts



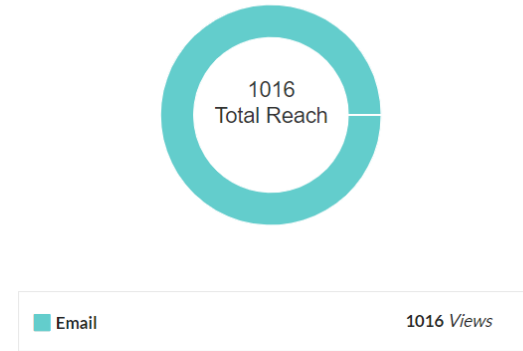


# #VisitCzechia Monthly Trade Newsletters to the Indian Travel Trade Fraternity

## Real-time Campaign Data



## Campaign Reach



Sharing this campaign on social media can help you increase your reach.

[Share now](#)

## Upcoming Activities for 2025 (budget 2,5 mil CZK)

### Appointment of Czech Tourism Representation office in Middle East, Israel, India

- February 2025

### 72 Hours Unplugged – Episode Prague – travel documentary TravelXP

- 21 – 26 March 2025

### MICE India and Luxury Travel (MILT)

- 24 – 25 July 2025

### Fam/Press Trips and OTA campaigns

- Q2 – Q4 2025 Dates TBC

### Accreditation for Indian TO – Fast track for visas

**#VisitCzechia**

## Contact us

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